

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
 Submission Number 257 Issue 4



**WNCN-TV**  
 1205 Front St.  
 Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 18100	<b>Campaign Ref:</b> E:120808033
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 11 /27 /691	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/17/12 to 09/30/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06244786
<b>Est./PO Number:</b> 06244786	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> American Crossroads	<b>Booking Group:</b> WNCN	<b>Key Market:</b> Raleigh-Durham, NC
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	09/17	09/24	Total	Cost
2	M-F 1135p ET / 1035p CT Tonight Show ...F..	03	175	30 Comme	Nbr of Spots	1		1	175
3	M-F 6p News ...F..	03	400	30 Comme	Nbr of Spots	1		1	400
4	M-F 6a News ...F..	04	225	30 Comme	Nbr of Spots	1		1	225
6	M-F 7a Today Show ...F..	03	575	30 Comme	Nbr of Spots	1		1	575
7	M-F 730p Extra ...F..	04	200	30 Comme	Nbr of Spots	1		1	200
8	M-Su 11p News M.....	04	550	30 Comme	Nbr of Spots		1	1	550
9	M-F 1135p ET / 1035p CT Tonight Show M.....	03	175	30 Comme	Nbr of Spots		1	1	175
10	M-F 6p News M.....	03	400	30 Comme	Nbr of Spots		1	1	400
11	M-F 6a News M.....	04	225	30 Comme	Nbr of Spots		1	1	225
<b>Weekly Totals: Total Spots(Ord Spots)</b>						26	23	49	

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<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	09/17	09/24	Total	Cost
13	M-F 7p News M.....	02	575	30 Comme	Nbr of Spots		1	1	575
14	M-F 730p Extra M.....	04	200	30 Comme	Nbr of Spots		1	1	200
15	Sat 7a Today Show .....S.	02	250	30 Comme	Nbr of Spots	1		1	250
16	Sun 8a Today Show .....S	02	250	30 Comme	Nbr of Spots	1		1	250
17	M-Su 11p News ...T...	04	550	30 Comme	Nbr of Spots		1	1	550
18	M-F 1135p ET / 1035p CT Tonight Show ...T...	03	175	30 Comme	Nbr of Spots	1		1	175
19	M-F 6p News ...T...	03	400	30 Comme	Nbr of Spots		1	1	400
20	M-F 6a News ...T...	04	225	30 Comme	Nbr of Spots	1	1	2	450
21	M-F 630p ET / 530p CT NBC Nightly News ...T...	04	650	30 Comme	Nbr of Spots	1		1	650
22	M-F 7p News ...T...	04	250	30 Comme	Nbr of Spots		1	1	250
23	M-F 7a Today Show ...T...	03	575	30 Comme	Nbr of Spots	1	1	2	1150
24	M-F 730p Extra ...T...	04	200	30 Comme	Nbr of Spots	1	1	2	400
<b>Weekly Totals: Total Spots(Ord Spots)</b>						26	23	49	

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Ref	Sales Product Details	Rev Type			Rate	Spot Type		09/17	09/24	Total	Cost
	...T....					Comme					
26	M-F 1135p ET / 1035p CT Tonight Show .T.....	03			175	30 Comme	Nbr of Spots	1	1	2	350
27	M-F 6p News .T.....	03			400	30 Comme	Nbr of Spots	1	1	2	800
28	M-F 6a News .T.....	04			225	30 Comme	Nbr of Spots	1	1	2	450
29	M-F 630p ET / 530p CT NBC Nightly News .T.....	04			650	30 Comme	Nbr of Spots	1		1	650
30	M-F 7p News .T.....	04			250	30 Comme	Nbr of Spots		1	1	250
31	M-F 7a Today Show .T.....	03			575	30 Comme	Nbr of Spots		1	1	575
32	M-F 730p Extra .T.....	04			200	30 Comme	Nbr of Spots	1	1	2	400
34	M-F 1135p ET / 1035p CT Tonight Show ..W....	03			175	30 Comme	Nbr of Spots	1	1	2	350
35	M-F 6p News ..W....	03			400	30 Comme	Nbr of Spots	1	1	2	800
36	M-F 6a News ..W....	04			225	30 Comme	Nbr of Spots	1		1	225
37	M-F 630p ET / 530p CT NBC Nightly News	04			650	30	Nbr of Spots	1	1	2	1300
Weekly Totals-(Total Spots(Ord Spots))								26	23	49	

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<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/17	09/24	Total	Cost
38	M-F 7a Today Show ..W....	03	5/5	30 Comme	Nbr of Spots	1	1	2
39	M-F 730p Extra ..W....	04	200	30 Comme	Nbr of Spots	1	1	200
40	M-F 7p News .T..F.. Isolations: W/C 09/17 MTWTF..	03	310	30 Comme	Nbr of Spots	1	1	310
41	M-Su 11p News .TW.F..	03	615	30 Comme	Nbr of Spots	1	1	615
42	M-Su 11p News MTWTFSS Isolations: W/C 09/17 ..W....	03	800	30 Comme	Nbr of Spots	1	1	800
43	M-F 630p ET / 530p CT NBC Nightly News M.....	04	650	30 Comme	Nbr of Spots	1	1	650
<b>Weekly Totals: Total Spots(Ord Spots)</b>					26	23	49	

<b>Grand Totals</b>		<b>Month 9 Weeks: 5</b>	
<b>Totals</b>	<b>09/17</b>	<b>09/24</b>	<b>Totals</b>
Spots	49	26	23
Cost	18100	9500	8600

<b>Grand Totals:</b>	<b>Spots:</b> 49
	<b>Gross Total:</b> 18,100.00
	<b>Commission:</b> 2,715.00
	<b>Net Total:</b> 15,385.00

REP HEADLINE# 6244786 TRF# E:120808 REP: TEL# 703-516-9399 FAX# 703-516-9680  
 \$\$\$ MOD# 0: APPROVED REV #2 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM STATION SEP21/12 11.50  
 \*\*\* WNCN-TV \*\*\*

ADV #	ADV. NAME	ISS/AMER.	CROSSROADS	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	CROSSROADS MEDIA LLC		BUYER NAME	STEPHANIE MARONEY	
		66 CANAL CENTER PLAZA, SUITE 555		SALES PRSN	WA- MICK NESCI (H)	
		ALEXANDRIA, VA 22314				
ORDER #	CONTRACT #	6244786	CLASS: NATL.	LOCAL	REGIONAL	
PRDCT	AMERICAN CROSSROADS	EST#691	COMMENTS: (LINE, ORDER, INVOICE)			
FLIGHT DATES	SEP18/12	SEP27/12	WK-2			
CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	SEP21/12	11.50	

REP: REVISION  
 MAKE GOOD ACCEPTED FOR SPOT THAT ALREADY RAN, BUT MONDAY NIGHTLY NEWS SPOT  
 IS REJECTED AT HIGHER RATE.  
 NEW TTL \$18,100  
 PLS CNF  
 THANKS, MICK

STA:  
 CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION  
 STATION MAKEGOOD OFFERS:  
 M2 OK'D BUY#43 MISSED: TUE/1100P-1135P SEP18 30S \$800.00 (SEP21/12)  
 BUY#12 MON/630P-700P SEP24 30S \$250.00  
 OFFER: TUE/1100P-1135P SEP18 30S \$615.00 PLS ADVISE.  
 & MON/630P-700P SEP24 30S \$650.00  
 CMT: TOO LATE TO REVISE RATE ON 9/18 ON YOUR LAST REVISION - LN SPOT BOOKED  
 CMT: AT \$615 PLS REVISE - MON 9/24 NBC NIGHTLY NEWS RATE REVISED PER STEVE  
 CONTRACT TOTAL 18100.00  
 TOTAL SPOTS 49

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
SEP21/12 10.21  
\*\*\* WNCN-TV \*\*\*  
\*\*CHANGES\*\*

REP: REVISION MAKE GOOD ACCEPTED FOR SPOT THAT ALREADY RAN, BUT MONDAY NIGHTLY NEWS SPOT IS REJECTED AT HIGHER RATE. NEW TTL \$18,100 PLS CNF THANKS, MICK

STA: \*\*PLS SEE M2 RVSD TO INCLUDE RATE REVISION FOR 9/24 PER STEVE\*\*  
 PLS REVISE ASAP!  
 THX, CHERYL 9/20  
 \*\*PLS SEE M2 TO CORRECT RATE FOR 9/18!\*\*  
 TOO LATE TO REVISE RATES ON  
 CLOSED LOG FOR 9/18  
 THX, CHERYL 9/18

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
43	S		1100P-1135P	30		\$800.00	9/18	9/18	0		TUE	0
AGENCY ADVERTISER CODE = 11 AGENCY PRODUCT CODE = 27 AGENCY EST# = 691												
PROGRAM : LATE NEWS ORD COM1 : RATE REVISIONS PER STEVE PART OF A MAKEGOOD MADE UP OF LINES 40-44												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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12	S		630P-700P	30		\$250.00	9/24	9/24	0		MON	0
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PROGRAM : NBC NIGHTLY NEWS  
 ORD COM1 : ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE  
 CON COM1 : NBC NIGHTLY NEWS

45	A		1100P-1135P	30		\$615.00	9/18	9/18	1		TUE	1
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PROGRAM : LATE NEWS  
 ORD COM1 : TOO LATE TO REVISE RATE ON 9/18 ON YOUR LAST REVISION - LN SPOT BOOKED  
 ORD COM2 : AT \$615 PLS REVISE - MON 9/24 NBC NIGHTLY NEWS RATE REVISED PER STEVE  
 THIS IS A REPLACEMENT FOR N/A SPOT ON SEP18 ON LINE-43 FOR 1 SPOT/WK  
 THIS IS A REPLACEMENT FOR N/A SPOT ON SEP24 ON LINE-12 FOR 1 SPOT/WK

46	A		630P-700P	30		\$650.00	9/24	9/24	1		MON	1
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PROGRAM : NBC NIGHTLY NEWS  
 ORD COM1 : TOO LATE TO REVISE RATE ON 9/18 ON YOUR LAST REVISION - LN SPOT BOOKED  
 ORD COM2 : AT \$615 PLS REVISE - MON 9/24 NBC NIGHTLY NEWS RATE REVISED PER STEVE  
 PART OF A MAKEGOOD MADE UP OF LINES 45-46

STATION MAKEGOOD OFFERS:

M2	OK'D	BUY#43	MISSED: TUE/1100P-1135P	SEP18	30S	\$800.00	(SEP21/12)
		BUY#12	MON/630P-700P	SEP24	30S	\$250.00	
			OFFER: TUE/1100P-1135P	SEP18	30S	\$615.00	PLS ADVISE.
			& MON/630P-700P	SEP24	30S	\$650.00	
			CMT: TOO LATE TO REVISE RATE ON 9/18 ON YOUR LAST REVISION - LN SPOT BOOKED				
			CMT: AT \$615 PLS REVISE - MON 9/24 NBC NIGHTLY NEWS RATE REVISED PER STEVE				

SEP/12 18100.00 CONTRACT TOTAL 18100.00  
 TOTAL SPOTS 49

MARKET TOTALS \$183,000 WNCN 10% WRAL 45% WTVB 35% WRAX 10% WRDC 0% WLFL 0% CABL 0%

ESTIMATED SHARES

SVC- NSI BOOKS- NOV/11  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP HEADLINE# 6244786  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
AUG7/12 17.15  
\*\*\* WNCN-TV \*\*\*

ADV # ADV. NAME ISS/AMER. CROSSROADS REP. # OFF. # SALESMAN #  
AGY # AGY. NAME CROSSROADS MEDIA LLC BUYER NAME STEPHANIE MARONEY

66 CANAL CENTER PLAZA, SUITE 555 SALES PRSN WA- MICK NESCI (H)  
ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6244786 CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN CROSSROADS EST#691 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP18/12 SEP27/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG7/12 17.15

REP: NEW ORDER  
TTL 18300 @ 52X  
PLS CFM  
THANKS, MIKE FOR MICK  
*ECM*  
*QIN*

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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1			1100P-1135P	30		\$550.00	9/21	9/21	1		FRI	1
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PROGRAM : NBC 17 NEWS AT 11  
ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE  
CON COM1 : NBC 17 NEWS AT 11

2			1135P-1235A	30		\$175.00	9/21	9/21	1		FRI	1
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PROGRAM : TONIGHT SHOW  
ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE  
CON COM1 : TONIGHT SHOW

*run*  
*8/8*



REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
AUG7/12 17.15  
\*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			600P-630P	30		\$400.00	9/21	9/21	1		FRI	1
PROGRAM : NBC 17 NEWS AT 6 ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 NEWS AT 6												
4			600A-700A	30		\$225.00	9/21	9/21	1		FRI	1
PROGRAM : NBC 17 TODAY AT 6A ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 TODAY AT 6A												
5			700P-730P	30		\$250.00	9/21	9/21	1		FRI	1
PROGRAM : NBC 17 NEWS AT 7 ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 NEWS AT 7												
6			700A-900A	30		\$575.00	9/21	9/21	1		FRI	1
PROGRAM : TODAY SHOW ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : TODAY SHOW												
7			730P-800P	30		\$200.00	9/21	9/21	1		FRI	1
PROGRAM : EXTRA ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : EXTRA												
8			1100P-1135P	30		\$550.00	9/24	9/24	1		MON	1
PROGRAM : NBC 17 NEWS AT 11 ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 NEWS AT 11												
9			1135P-1235A	30		\$175.00	9/24	9/24	1		MON	1
PROGRAM : TONIGHT SHOW ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : TONIGHT SHOW												

AUG7/12 17.15  
\*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
10			600P-630P	30		\$400.00	9/24	9/24	1		MON	1
PROGRAM : NBC 17 NEWS AT 6 ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 NEWS AT 6												
11			600A-700A	30		\$225.00	9/24	9/24	1		MON	1
PROGRAM : NBC 17 TODAY AT 6A ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 TODAY AT 6A												
12			630P-700P	30		\$250.00	9/24	9/24	1		MON	1
PROGRAM : NBC NIGHTLY NEWS ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC NIGHTLY NEWS												
13			700P-730P	30		\$575.00	9/24	9/24	1		MON	1
PROGRAM : NBC 17 NEWS AT 7 ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 NEWS AT 7												
14			730P-800P	30		\$200.00	9/24	9/24	1		MON	1
PROGRAM : EXTRA ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : EXTRA												
15			700A-900A	30		\$250.00	9/22	9/22	1		SAT	1
PROGRAM : SATURDAY TODAY ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : SATURDAY TODAY												
16			800A-900A	30		\$250.00	9/23	9/23	1		SUN	1
PROGRAM : SUNDAY TODAY ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : SUNDAY TODAY												

AUG7/12 17.15  
\*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
17			1100P-1135P	30		\$550.00	9/27	9/27	1		THU	1
PROGRAM : NBC 17 NEWS AT 11 ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 NEWS AT 11												
18			1135P-1235A	30		\$175.00	9/20	9/27	1		THU	2
PROGRAM : TONIGHT SHOW ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : TONIGHT SHOW												
19			600P-630P	30		\$400.00	9/27	9/27	1		THU	1
PROGRAM : NBC 17 NEWS AT 6 ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 NEWS AT 6												
20			600A-700A	30		\$225.00	9/20	9/27	1		THU	2
PROGRAM : NBC 17 TODAY AT 6A ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 TODAY AT 6A												
21			630P-700P	30		\$650.00	9/20	9/20	1		THU	1
PROGRAM : NBC NIGHTLY NEWS ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC NIGHTLY NEWS												
22			700P-730P	30		\$250.00	9/27	9/27	1		THU	1
PROGRAM : NBC 17 NEWS AT 7 ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 NEWS AT 7												
23			700A-900A	30		\$575.00	9/20	9/27	1		THU	2
PROGRAM : TODAY SHOW ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : TODAY SHOW												

AUG7/12 17.15  
\*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
24			730P-800P	30		\$200.00	9/20	9/27	1		THU	2
PROGRAM : EXTRA ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : EXTRA												
25			1100P-1135P	30		\$550.00	9/18	9/18	1		TUE	1
PROGRAM : NBC 17 NEWS AT 11 ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 NEWS AT 11												
26			1135P-1235A	30		\$175.00	9/18	9/25	1		TUE	2
PROGRAM : TONIGHT SHOW ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : TONIGHT SHOW												
27			600P-630P	30		\$400.00	9/18	9/25	1		TUE	2
PROGRAM : NBC 17 NEWS AT 6 ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 NEWS AT 6												
28			600A-700A	30		\$225.00	9/18	9/25	1		TUE	2
PROGRAM : NBC 17 TODAY AT 6A ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 TODAY AT 6A												
29			630P-700P	30		\$650.00	9/18	9/18	1		TUE	1
PROGRAM : NBC NIGHTLY NEWS ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC NIGHTLY NEWS												
30			700P-730P	30		\$250.00	9/18	9/25	1		TUE	2
PROGRAM : NBC 17 NEWS AT 7 ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 NEWS AT 7												

AUG7/12 17.15  
\*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
31			700A-900A	30		\$575.00	9/25	9/25	1		TUE	1
PROGRAM : TODAY SHOW ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : TODAY SHOW												
32			730P-800P	30		\$200.00	9/18	9/25	1		TUE	2
PROGRAM : EXTRA ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : EXTRA												
33			1100P-1135P	30		\$550.00	9/19	9/19	1		WED	1
PROGRAM : NBC 17 NEWS AT 11 ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 NEWS AT 11												
34			1135P-1235A	30		\$175.00	9/19	9/26	1		WED	2
PROGRAM : TONIGHT SHOW ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : TONIGHT SHOW												
35			600P-630P	30		\$400.00	9/19	9/26	1		WED	2
PROGRAM : NBC 17 NEWS AT 6 ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 NEWS AT 6												
36			600A-700A	30		\$225.00	9/19	9/19	1		WED	1
PROGRAM : NBC 17 TODAY AT 6A ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 TODAY AT 6A												
37			630P-700P	30		\$650.00	9/19	9/26	1		WED	2
PROGRAM : NBC NIGHTLY NEWS ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC NIGHTLY NEWS												

REP HEADLINE# 6244786  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 AUG7/12 17.15  
 \*\*\* WNCN-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
38			700A-900A	30		\$575.00	9/19	9/26	1		WED	2
PROGRAM : TODAY SHOW												
ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE												
CON COM1: TODAY SHOW												
39			730P-800P	30		\$200.00	9/19	9/19	1		WED	1
PROGRAM : EXTRA												
ORD COM1: ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE												
CON COM1: EXTRA												
SEP/12			18300.00									
CONTRACT TOTAL												18300.00
TOTAL SPOTS												52

MARKET TOTALS \$183,000 WNCN 10% WRAL 45% WTVB 35% WRAZ 10% WRDC 0% WLFL 0% CABL 0%

ESTIMATED SHARES

SVC- NSI BOOKS- NOV/11

DEMOS- RA35+\*

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Stephanie Maroney

do hereby request station time concerning the following issue:

American Crossroads 1401 New York Avenue Suite 1200 Washington, DC 20005 Treasurer: Margee Clancy
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

<b>Total Charges:</b>
-----------------------

This broadcast time will be used by: American Crossroads

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

7/19/12      Steph Mury      703-299-1760  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted                      ☐ Accepted in Part                      ☐ Rejected

\_\_\_\_\_  
Signature                      Printed Name                      Title